

Granting DOS Read-Only Analyst Rights to Social Media Accounts

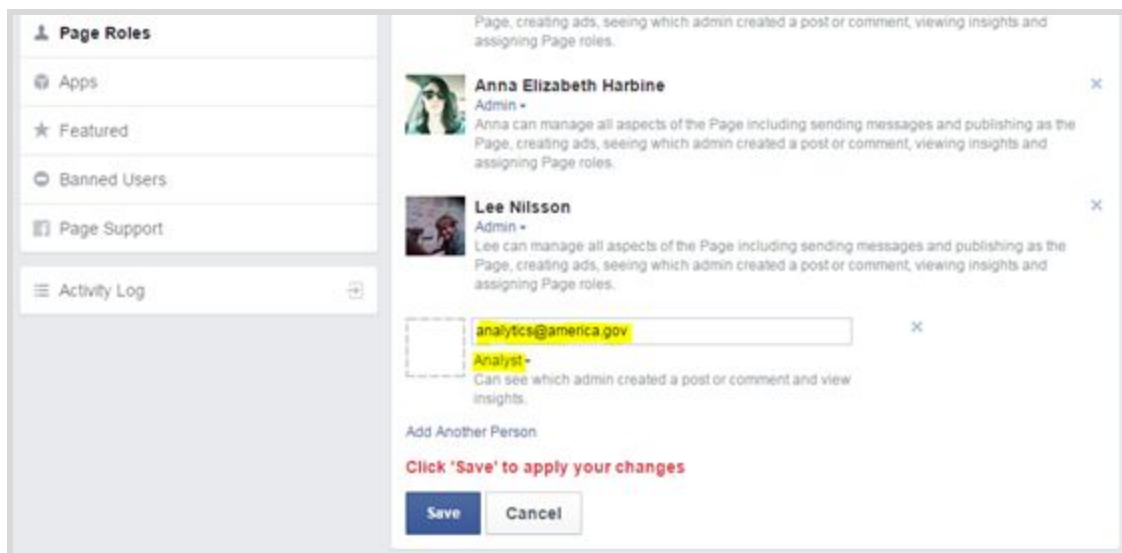
The Department of State (DoS) requires access to performance data from all DoS-related social media properties. As referenced in Policy Guidance **16 STATE 17426**, this data helps the Department produce reports that can help understand the information environment in a particular country, a digital conversation of interest, how a strategic priority account's content has been engaged with, or the performance of a particular hashtag campaign.

The following instructions will outline the process for providing DoS analysts read-only access to your social media properties.

1. Facebook

Click “Settings” at the top of your Page

1. Select “Page Roles” from the left side menu
2. Enter “analytics@america.gov”
3. Change the role to “Analyst”
4. Click Save and enter your password to confirm changes



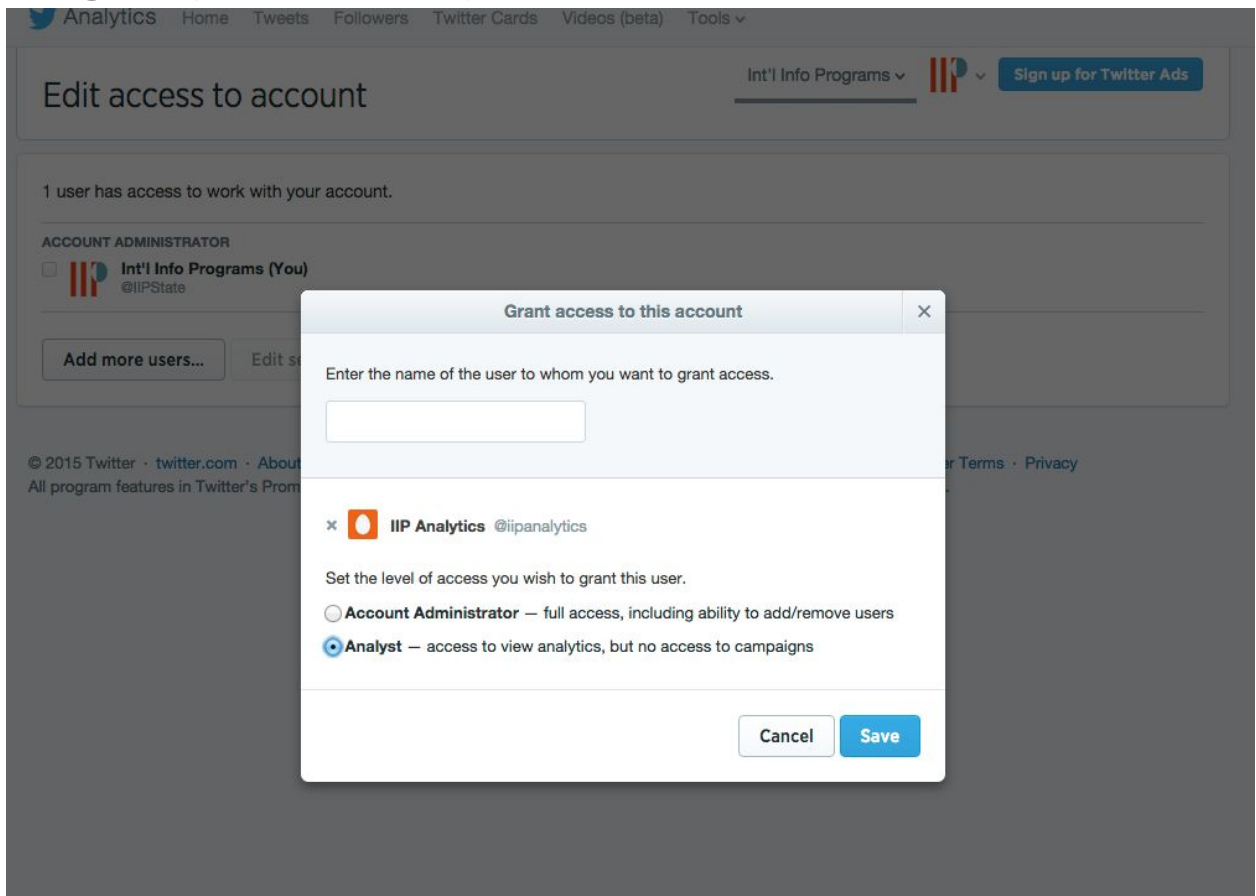
2. Twitter

1. Go to [Twitter analytics](#)
2. Click on your name and select “Edit access to account”



3. Click “add more users”
4. *Note: you may be required to first Authorize Twitter Ads to use your account.*

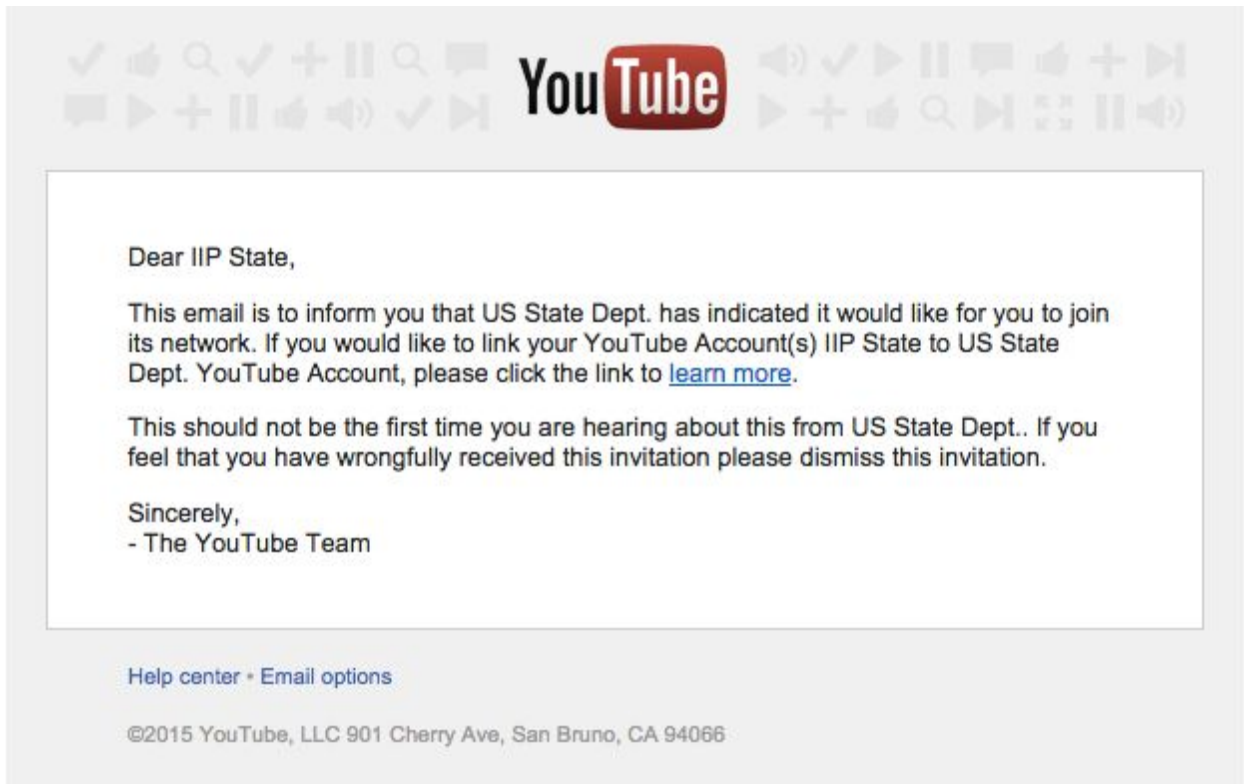
5. Enter **@iipanalytics** and select “Analyst”



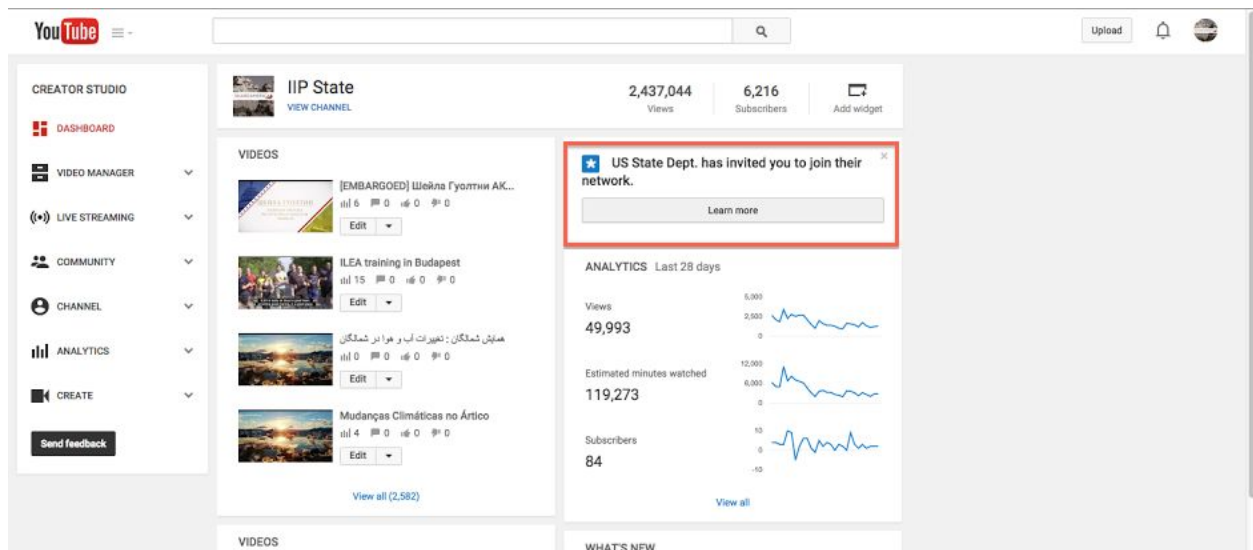
6. Click “Save.”

3. YouTube

1. You will receive an invitation in the email account linked to your YouTube channel from YouTube titled “Invitation: US State Dept. would like you to join its Network on YouTube”
2. Click “learn more”



3. YouTube will redirect you to your video manager. Click on the box on the top right to learn more.



4. YouTube will show you this message.

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Background Information

Terms and Conditions

Completed

You have been asked to join a network on YouTube. Make sure that you have done your homework and feel comfortable about the decision you are making prior to terminating your partnership directly with YouTube.

Before continuing, we suggest reading the [Help Center Articles about YouTube Networks](#).

Reject

Continue

5. Note that this language is intended for commercial users of YouTube. IIP will not be receiving YouTube revenue for your YouTube account and will not interfere with your management of your YouTube account. Click continue.
6. Click I Accept and “Join Network”